

English Language Learning Market by Methodology (Blended Learning, Offline Learning, Online Learning), Learning Mode, Age Group, End User (Individual Learners, Educational Institutes, Government Bodies), and Geography - Global Forecast to 2030

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Abstracts

‘English Language Learning Market by Methodology (Blended Learning, Offline Learning, Online Learning), Learning Mode, Age Group, End User (Individual Learners, Educational Institutes, Government Bodies), and Geography—Global Forecast to 2030.’

The research report titled ‘English Language Learning Market by Methodology (Blended Learning, Offline Learning, Online Learning), Learning Mode, Age Group, End User (Individual Learners, Educational Institutes, Government Bodies), and Geography—Global Forecast to 2030.’ provides an in-depth analysis of global English language learning market in five major geographies and emphasizes on the current market trends, market sizes, market shares, recent developments, and forecasts till 2030.

The English language learning market is projected to reach \$77.9 billion by 2030, at a CAGR of 10.5% during the forecast period of 2023–2030.

The growth of the English language learning market is driven by the rising importance of English in business and professional settings, increasing investments in start-ups and small companies specializing in language education, the high affordability of English language learning apps, and the growing need for cross-border communication. However, the reluctance to accept English as the primary language in some countries restrains the growth of this market.

Furthermore, increasing government spending on the education sector and the growth in transnational education (TNE) are expected to generate growth opportunities for the players operating in this market. However, the shortage of trained English tutors is a major challenge impacting the growth of the English language learning market.

The English language learning market is segmented by methodology (blended learning, offline learning, online learning), learning mode (self-learning apps and applications, tutoring), age group (40 years), end user (individual learners, educational institutes, government bodies, and corporate learners). The study also evaluates industry competitors and analyzes the market at the regional and country levels.

Based on learning mode, in 2023, the tutoring segment is expected to account for the larger share of the global English language learning market. The large market share of this segment is attributed to the growing investments in e-learning tools and technologies to enhance the teaching experience, the increasing need for education, and the demand for cost-effective programs to address the knowledge gap in students. However, the self-learning apps and applications segment is projected to register a higher CAGR during the forecast period.

Based on age group, in 2023, the 13-17 years segment is expected to account for the largest share of the global English language learning market. The large market share of this segment is attributed to the increasing digitization of public schools, the rising number of English learners, the significant increase in smartphone users, the increasing demand for kids' learning apps, the rising preference for interactive and engaging learning experiences, and increasing need for immersive and practical language practice. However, the 18-20 years segment is projected to register the highest CAGR during the forecast period.

Based on end user, in 2023, the individual learners segment is expected to account for the largest share of the global English language learning market. The large market share of this segment is attributed to the rising adoption of smart devices, increasing internet accessibility, proliferation of social media platforms, and the presence of numerous well-established language learning sites. Moreover, this segment is projected to register the highest CAGR during the forecast period.

Based on geography, in 2023, Asia-Pacific is expected to account for the largest share of the global English language learning market. Asia-Pacific's major market share can be attributed to several factors, including the rising trend of digitalizing educational content, growing demand for language skills for cross-border work and collaboration,

the widespread availability of E-learning courses, increasing popularity of English learning programs, expanding Internet accessibility, heightened government focus on education through various initiatives, and a growing emphasis on enhancing employability and job prospects. Moreover, this region is projected to register the highest CAGR during the forecast period.

The key players operating in the English language learning market are Cambridge University Press & Assessment (U.K.), New Oriental Education & Technology Group Inc. (China), Houghton Mifflin Harcourt Publishing Company (U.S.) (A Subsidiary of Veritas Capital Fund Management, L.L.C.), McGraw-Hill Education, Inc. (U.S.) (A Subsidiary of Platinum Equity, LLC), Duolingo, Inc. (U.S.), Berlitz Corporation (U.S.) (A Subsidiary of Benesse Holdings, Inc.), Busuu Limited (Spain) (A Subsidiary of Chegg, Inc.), Babbel GmbH (Germany), ATI STUDIOS A.P.P.S. S.R.L (Mondly) (Romania), ELSA Corp. (U.S.), FluentU (China) (A PART OF Edux Education Limited), Memrise Limited (U.K.), Mango Languages (U.S.), Rosetta Stone LLC (U.S.), inlingua International Ltd. (Switzerland), Sanako Oy (Finland), Transparent Language, Inc. (U.S.), Open Education LLC (U.S.), EF Education First (Sweden), International House World Organisation Ltd (U.K.), English Worldwide, SL (ABA English) (Spain), and Udemy, Inc. (U.S.).

Key Questions Answered in the Report:

Which are the high-growth market segments in terms of methodology, learning mode, age group, and end user?

What is the historical market size for the global English language learning market?

What are the market forecasts and estimates for 2023–2030?

What are the major drivers, restraints, opportunities, challenges, and trends in the global English language learning market?

Who are the major players in the global English language learning market, and what are their market shares?

What is the competitive landscape like?

What are the recent developments in the global English language learning

market?

What are the geographic trends and high-growth countries?

Who are the local emerging players in the global English language learning market, and how do they compete with other players?

Scope of the Report:

English Language Learning Market Assessment—by Methodology

Blended Learning

Offline Learning

Online Learning

English Language Learning Market Assessment—by Learning Mode

Self-learning Apps and Applications

Tutoring

One-on-One Learning

Group Learning

English Language Learning Market Assessment—by Age Group

40 Years

English Language Learning Market Assessment—by End User

Individual Learners

Educational Institutes

K-12

Higher Education

Government Bodies

Corporate Learners

English Language Learning Market Assessment—by Geography

North America

U.S.

Canada

Europe

Germany

U.K.

France

Italy

Spain

Russia

Poland

Netherlands

Belgium

Sweden

Austria

Switzerland

Finland

Norway

Turkey

Ireland

Luxembourg

Rest of Europe

Asia-Pacific

China

Japan

South Korea

India

Indonesia

Australia & New Zealand

Taiwan

Hongkong

Singapore

Malaysia

Vietnam

Rest of Asia-Pacific

Latin America

Mexico

Brazil

Rest of LATAM

Middle East & Africa

Saudi Arabia

UAE

Rest of MEA

Related Reports:

Online Language Learning Market, by Learning Mode (Self-learning Apps & Applications, Tutoring), Age Group, Language (English, Mandarin, Spanish), End User (Individual Learners, Educational Institutions), and Geography - Global Forecast to 2030.

<https://www.meticulousresearch.com/product/online-language-learning-market-5025>

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- 11.5. Cambridge University Press & Assessment

- 11.6. Babbel GmbH
- 11.7. Duolingo, Inc.
- 11.8. Berlitz Corporation (A Subsidiary of Benesse Holdings, Inc.)
- 11.9. Busuu Limited (A Subsidiary of Chegg, Inc.)
- 11.10. ATI STUDIOS A.P.P.S. S.R.L (Mondly) (A Subsidiary of Pearson plc)
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- 11.12. FluentU (A PART OF Edux Education Limited)
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